

# EXHIBIT A



Advertising Technology & Innovation

MEDIA KIT

# Better connecting Brands to their Buyers

*Featured AD Network delivers **Results** through Technology and Strategy*

## Who is MetaRail?

MetaRail's proprietary **technology** captures, holds & drives massive amounts of **METADATA** from **source** to **exact destination** through our **Patented Platform**.

**DEEP-LINKING** technology drives those relevant **parameters** and offers **REAL TIME optimization**.

### Advertisers

*Higher **Campaign Returns**  
Better **Conversion***

### Publishers

*Improved content **relevance**  
Streamlined process  
Enhanced **Brand Loyalty***



# The Competitive Difference

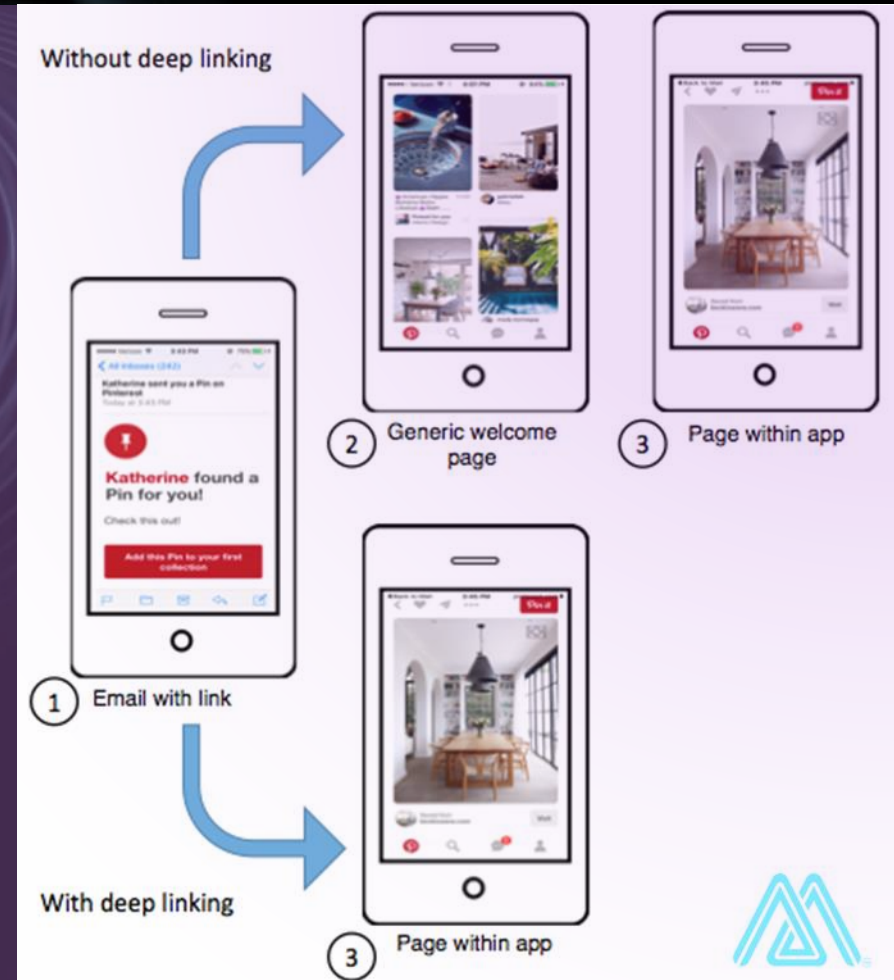
*Cutting-Edge Technology with Comprehensive Targeting Strategy*

## Proprietary Platform: 3 Patents / 6 Patents Pending

- Captures and Holds 100s of targeting metadata
- Deep-links through to **precise destination** (check-out)
- Regardless of **origination / destination** – to and from sites, apps, networks, TV channels, or other media

## DEEP-LINKED parameters are

- Inserted into any Server
- Unaffected by ad blockers
- Served in **REAL TIME**



# Our **Performance** line so far

Lifetime **Click** Delivery Metrics

44  **illion**  
C L  C K S

*...and counting*



# Your Goals. Our Capabilities.

*MetaRail's Tech Stack delivers ever-expanding capacity to exceed **ROI, ROAS and KPIs***

4,000,000

METADATA

Analyzed Monthly

*...and counting*

# At a glance

10

Y  
E  
A  
R  
S

900+

Client Stories

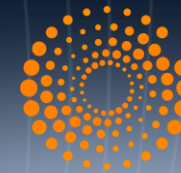
*#Travel*

*#Insurance*

*#Education*

*#FinTech*

*#Media & Communication*



# Formats

1 / 2

## *#Search & Compare Suite*

- Front Door
- Search Page
- Right Shoulder
- Pop-ups

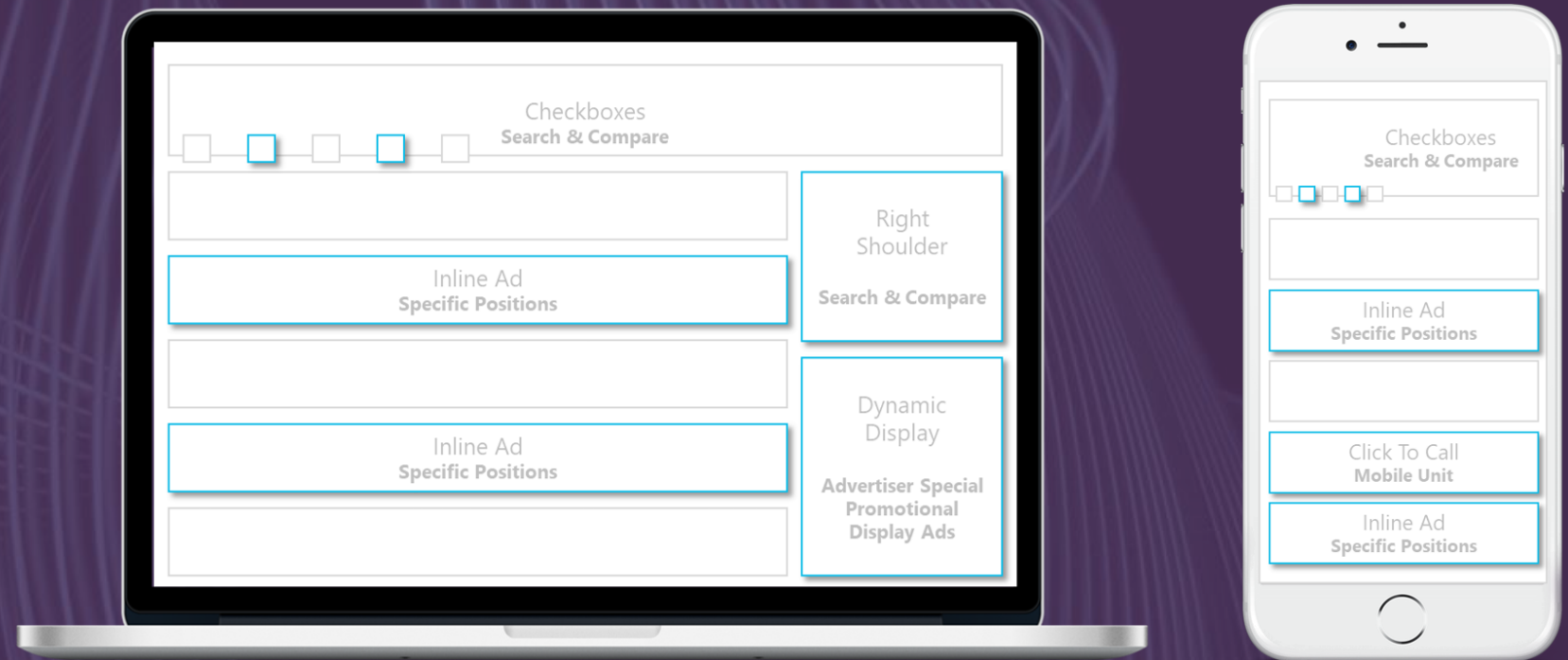
## *#Inline*

## *#Dynamic Display*

## *#Click-To-Call*

## *#Email*

## *#Native (IAB)*





# Features

2 / 2



## *#Advanced Targeting*

- Transactional Metadata
- In-depth User Metadata
- 20+ attributes for each click



## *#Ad Delivery Systems*

- Patented Deep Link
- JavaScript Tags
  - HTML Tags
  - API



## *#Server Independent*



## *#Flexible Tracking*



## *#Platform Independence*

# Thank You

